

## Message Text

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PAGE 01 STATE 046899

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

DRAFTED BY COM/BED/OIM/226/JALSTON

APPROVED BY EB/OCA/CM/SPHARRIS

COM/BED/OIM/226/PBFIELD/CMM

COM/BED/OIM/222/CBARRETT/DM

COM/BED/OIM/CGENDREAU

EUR/NE/WNEWLIN (INFO)

EUR/RPE/RLAMANTIA(INFO)

-----002265 240720Z /17

R 231741Z FEB 78

FM SECSTATE WASHDC

TO AMEMBASSY BRUSSELS

INFO AMEMBASSY THE HAGUE

AMEMBASSY LUXEMBOURG

AMEMBASSY PARIS

AMCONSUL ANTWERP

UNCLAS STATE 046899

E.O. 11652: N/A

TAGS: BEXP, BE, NL, LU, FR

SUBJECT: BELGIUM COUNTRY COMMERCIAL PROGRAM: FIRST QUARTER  
FY'78 WCAG REVIEW

REF: BRUSSELS 00311

1. THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) FOR THE BENELUX COUNTRIES MET ON FEBRUARY 7 TO REVIEW THE POST'S FIRST QUARTER REPORT ON THE FY'78 CCP. WCAG IS GENERALLY PLEASED WITH THIS REPORT.

2. IN REPOSE TO CCAG QUESTIONS REGARDING MARKET  
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RESEARCH PROGRAM:

CAMPAIGN 1 - METALWORKING AND FINISHING EQUIPMENT  
(REFTEL, PARA. 1) - MINI-STUDY DUE MARCH 1978 IN LIEU  
OF CMS ORIGINALLY STATED IN CAMPAIGN 1, ACTION 3.

CAMPAIGN 5 - EIPT - GMS RESEARCH WAS COMPLETED IN NOVEMBER

1977, HOWEVER DUE TO CHANGE OF SCHEDULE AND FORMAT FOR GMS  
RESEARCH, SURVEY WILL NOT BE PUBLISHED AT THIS TIME.

ACTIVITY 8 - BUSINESS EQUIPMENT AND SYSTEMS -

OPERATIONS RESEARCH STUDY PLANNED IN SUPPORT OF  
SEPTEMBER 1978 CATALOG/BIO EVENT IN BRUSSELS, IN LIEU  
OF GLOBAL MARKET SURVEY FOR BELGIUM.

3. DESPITE ABSENCE OF OFFICER RESPONSIBLE FOR VISIT USA  
CAMPAIGN, BELGIUM GENERATED 45,000 VISITORS DURING  
1ST QUARTER FY'78, AN EXCELLENT RESULT. WCAG BELIEVES  
POST WILL CONTRIBUTE TO EVEN BETTER RESULTS LATER IN  
FY'78 WHEN USTS OFFICER RETURNS FROM TDY. USTS  
MANAGEMENT VERY PLEASED WITH POST ENTHUSIASM. VANCE

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NNN

## Message Attributes

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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014